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**RESPONSE UNDER 37 CFR 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 2162
PATENT
Attorney Docket No. 209881**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Nyhan et al.

Group Art Unit: 2162

Serial No. 09/349,650

Examiner: Jean D. Janvier

Filed: 07/08/99

For: "System and Method for Evaluating and/or
Monitoring Effectiveness of On-Line
Advertising"

RESPONSE TO FINAL OFFICE ACTION

Commissioner for Patents
BOX AF
Washington, D.C. 20231

Dear Sir:

In response to the Final Office Action dated July 17, 2002, please consider the following remarks. Reconsideration of the prior grounds for rejection and allowance of the presently pending claims 1-18 and 20-50 are respectfully requested in view of Applicants' remarks.

Applicants petition for a three-month extension of time under 37 CFR 1.136. The Office is authorized to charge Deposit Account No. 12-1216 for the three month extension fee of \$465.00.

REMARKS:

On February 21, 2002, a telephone conference was conducted between Examiner Myhre and the undersigned attorney. During the phone conference, Examiner Myhre agreed that the Dedrick patent does not describe or suggest a server providing, in response to receiving a notification from a user's computer that an advertisement was activated on the user's computer, an